

**SHOWMEN...**

**THERE'S**

**NO**

**TIME FOR**

**ANYTHING BUT**

**COMEDY**

**WARNERS HAS SOMETHING**

**FUNNY GOING ON HERE!**



JAMES

STEWART

*(that guy from Washington)*

ROSALIND

RUSSELL

*(that woman from 'The Women')*

NO  
TIME  
FOR  
COMEDY

with

GENEVIEVE TOBIN • CHARLIE RUGGLES

ALLYN JOSLYN • CLARENCE KOLB • LOUISE BEAVERS

A WARNER BROS.-First National Picture • Directed by WILLIAM KEIGHLEY • Screen Play by Julius J. and Philip G. Epstein • From the Stage Play by S. N. BEHRMAN • Produced by Katharine Cornell and the Playwrights' Company



No Times for Comedy



**The kind of fun  
that makes you  
run to the bank,  
but often! . . . .**



**NO TIME FOR COMEDY** had a long run on Broadway . . . then became a box office smash on the road from coast to coast . . . then it made a terrific hit in summer stock . . . Mister, that's not funny . . . that's **BIG BUSINESS**. And that's just the kind of business 'NO TIME FOR COMEDY' is made for. Look, for marquee lights and the billboards you have two top-notch comedy favorites, together for the first time—**JAMES STEWART AND ROSALIND RUSSELL**; directed by William Keighley, who made 'Brother Rat' a wow, remember? The screenplay was adapted from S.N. Behrman's stage hit by the same Julius J. and Philip G. Epstein who wrote the screenplays for 'Four Daughters' and 'Four Wives'. No Time For Comedy is right, *right* for the kind of handling that makes showmanship a pleasure!

**WARNERS**  
**LEADS THE WAY**

***Let's go! . . . .***

JACK L. WARNER  
In Charge of Production

HAL B. WALLIS  
Executive Producer



# publicity

## FUNNY GOING ON HERE

Rosalind Russell, that woman from "The Women," is pretty mad at Genevieve Tobin who is all wrapped up in Jimmy Stewart. Says Roz: "Now she's got two husbands. Mine and hers—and it's 'No Time For Comedy'."

(Mat 204—30c)



### Jimmie Stewart, Roz Russell Take Time Out for Comedy

"No Time For Comedy," which belies its title by being hilarious comedy all the way, brings together a pair of America's favorite film stars in their first co-starring film. James

#### Second Advance Story

Stewart, that guy who went to Washington, and Rosalind Russell, that woman from "The Women," make the happy star combination in "No Time For Comedy," which begins an extended engagement on Friday at the Strand Theatre. Adapted from the Broadway stage success by S. N. Behrman, the film is a behind-the-scenes story of theatrical folks.

When a motion picture calls for a play within a play, it takes expert handling to make it clear to the audience where the play ends and the picture begins. This double vision was demonstrated in all its complexity when Director William Keighley directed Rosalind Russell and Jimmie Stewart in the comedy.

It would all have been very simple for the average spectator on the set to follow the action if the scene had been laid in the theatre stage itself, but what gave it the general air of confusion was the fact that it was backstage. People like James Stewart, Rosalind Russell and Director Keighley could, of course, maintain a firm grip on the situation, being old theatre people themselves. But an "outsider," not too familiar either with backstage life or motion picture technicalities, is liable to get all balled up when he is confronted with both things at once.

The scene portrayed the rehearsal of the play written by James Stewart. Now, Stewart, didn't really write it, because Philip and Julius Epstein did, but in their script they wrote that Stewart was supposed to write it.

Rosalind Russell and Louise Beavers were reading their lines under the supervision of Allyn Joslyn, cast as the director. That is, he isn't really the director, because Keighley held that post, but in the picture — that is, in

the play that is presented in the picture — he had the role of the director. Is that clear?

James Stewart lounged comfortably in a chair nearby on the stage. Actually, he was off-stage, because he wasn't in the scene but he wanted to see what was going on, just as a real playwright would. Unlike a real playwright, however, Stewart never once opened his mouth to make changes in the lines or suggest bits of "business." That's how an Outsider could tell that Stewart wasn't a real playwright, but just cast as one.

While Joslyn directed Miss Russell and Miss Beavers, Keighley directed him. The name of the play Joslyn was directing is "Dilemma at Dinner." Our hypothetical Outsider would have been startled to hear Miss Beavers "blow up" in her lines and then hear Keighley say "That's fine! Print it!" Ordinarily under such circumstances the scene would have to be reshot, but in this instance Miss Beavers was supposed to miff it. As the director of "Dilemma at Dinner," Joslyn didn't like it, but as the director of "No Time For Comedy," Keighley said it was fine.

All this will be perfectly clear when the Outsider sees "No Time For Comedy" on the screen, but when viewing the actual production he is not likely to understand in a glance why James Stewart is sitting on the stage when he is really offstage, or why Miss Russell is reading her lines for "Dilemma at Dinner" out of a book when everybody knows that an actress is supposed to memorize her lines; or which propmen are backstage propmen in the play and which are propmen for the picture; or why — Hey! Outsider! Wait for baby!

#### Stage Hit on Screen

"No Time For Comedy," one of the outstanding comedy hits of the past Broadway season makes its film debut on Friday. James Stewart and Rosalind Russell are co-starred in the screen version of the S. N. Behrman play. Bill Keighley directed.

### story

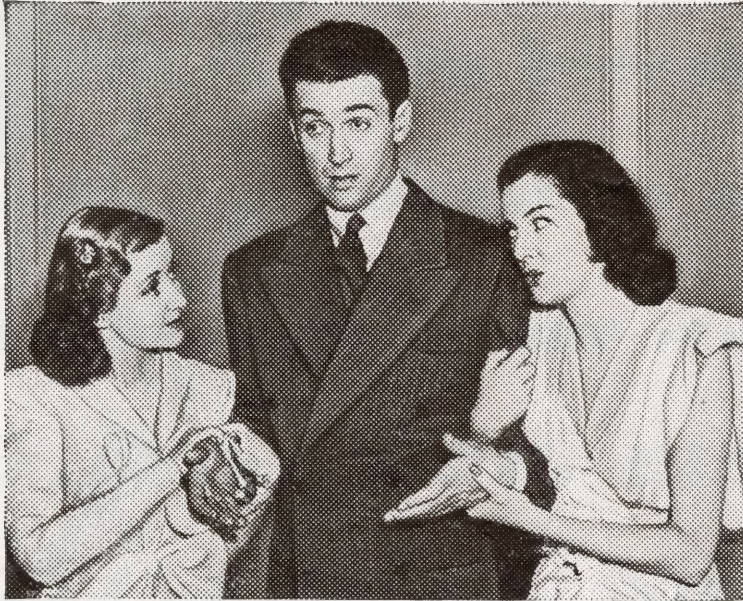
(Not for Publication)

When Gaylord Esterbrook (James Stewart), fresh from Redfield, Minnesota, arrives to attend the rehearsals of his first play nobody, including the producer, the director, or the star, believes he is the author. This young man, in his "store" suit just doesn't look the type. Despite mishaps, the play is a hit. Four years later; four hit comedies! Between ideas for his fifth, he meets Amanda (Genevieve Tobin), wife of millionaire Philo Swift (Charles Ruggles). Amanda has an eye for all men; has a new technique in landing them. She persuades Gay to write serious plays instead of comedies. This makes him dissatisfied with his wife, his talent, his home. Linda (Rosalind Russell) objects to having her husband snatched; her efforts to lure him back to her gives rise to a host of sparkling comedy situations and smart repartee.

### record

"No Time For Comedy," written by S. N. Behrman and produced under the aegis of The Playwrights' Company, opened on Broadway in April, 1939. The play marked Katharine Cornell's debut as a comedienne. Lawrence Olivier was cast opposite her, and was later replaced by Francis Lederer. Critics are unanimous in their praise, agree that it is great comedy; say the title is ironical. Burns Mantle chose the play for his "Best Plays Of 1939-40." Published in book form by Random House. After a long Broadway run, "No Time For Comedy" made a triumphal coast-to-coast tour. The play is now doing a land-office business at a number of summer theatres.





Still NT 380; Mat 205-30c  
**"HE'S MINE" . . . "OH, NO, HE'S MINE"—It's Genevieve Tobin vs. Rosalind Russell with Jimmie Stewart very much in the middle . . . and it's "No Time For Comedy," opening on Friday at the Strand Theatre.**

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Miss Russell, on the other hand, having a more realistic appreciation of Stewart's talents (she was not only his wife but the star in many of his plays) offered the advice that he stick to the things he knew and leave the really serious stuff to the heavyweights. She deduced that Miss Tobin was transmuting sex appeal into intellect, on the theory that the way to a man's heart was through his brain.

The battlefield was the drawing room of Miss Tobin's home, and the fact that she had a husband didn't prevent her offering Stewart the use of the library in which to woo the muse. Miss Russell came to investigate the situation.

Elegantly dressed in a slim white evening gown she faced her blond enemy whose armor—a bouffant blue gown—was equally attractive and correctly camouflaging of the real business at hand. In accordance with the rules of battle, they chatted of trivialities for awhile and then marshalled their forces for the big show.

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The heart of the battle was reached with Miss Russell's next thrust: "I wish you could be. Come on—try it—just for the novelty."

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This demoralization in no way signified complete collapse of the enemy and Miss Russell realized that the retreat had been made to gain time. The war would be resumed.

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Supporting the two stars are Charlie Ruggles, Genevieve Tobin, Allyn Joslyn, Clarence Kolb and dusky Louise Beavers. The production was directed by ace comedy director William Keighley for Warner Bros.

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In undertaking the production of "No Time For Comedy" co-starring James Stewart and Rosalind Russell, and currently showing at the Strand, the Warner Bros.

### Production Story

Studio was confronted with the problem of presenting a phase of metropolitan New York life which had to be factually authentic. The story revolves about the world of the theatre—Broadway—and the behind-the-scenes lives of the glamorous folk who people the theatre.

To convey properly the background and atmosphere against which this popular Broadway success is performed, close to fifty different sets—interiors and exteriors—had to be built and completely furnished and equipped.

The Esterbrook menage—the home of James Stewart and Rosalind Russell, playwright and actress—is dressed with fine examples of modern furniture and

same careful attention with a view to mirroring the characters of its occupants. The home projected a display of great wealth and very little taste.

Two large, complete theatres had to be erected—both exteriors and interiors. More, they had to be representative of those along the Roaring Forties just off Broadway. The famous Shubert Alley—rendezvous of the theatrical profession on 45th Street was reproduced in generous detail. Many an actor seeing these scenes in the picture will likely sigh for the departed days of Broadway in its heyday.

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### Rosalind Russell Feature

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Rosalind Russell

Behrman which had a long and successful New York run last year. Julius J. and Philip G. Epstein wrote the screen play and William Keighley directed.

Rosalind was born to James E. and Clara Knight Russell on June 4. She attended primary school at Waterbury, Conn. Later she went to Marymount, a private school at Tarrytown-on-

Hudson where she was a student in journalism, literature and drama. She participated in athletics that included riding, swimming, basketball and hockey.

Her father a successful lawyer frequently sent her on extended tours of Europe, South America and the U.S.A. Tiring of travel, Miss Russell convinced a stock company manager that she had dramatic talent and was given a small role. She went from one stock company to another, assimilating experience and theatrical knowledge.

After a thorough schooling in stock she appeared on Broadway in "Talent" and "The Second Man." Her unusual personality and refreshing appearance won the acclaim of critics and brought her to the attention of studio scouts.

A screen test won her a contract. But Miss Russell had one more trial to face. It was a stage appearance in Hollywood at the Playhouse where she scored in "No More Ladies." She made her motion picture debut in "Evelyn Prentice" and was given a succession of starring roles in "Night Is Young," "The President Vanishes," "Forsaking All Others," "Reckless," "China Seas," "Rendezvous," "It Had to Happen," "Night Must Fall," "The Citadel," "The Women" and "His Girl Friday."

Rosalind Russell has never overcome her restless interest in every phase of life. She still finds time to write and hopes to complete a play this year in which she may play the leading role. She has studied interior decorating. Many homes in Hollywood attest her unusual ability.

Especially she likes candid people. Her pet aversion is gossip. She is one of the screen's fastest readers of lines. Because she believes they help her screen portrayals she prefers biographies and historical novels. She is rated high among the best dressed women in the film colony. Very popular with newspaper correspondents — she knows nearly every one by his first name.

All this seething energy is bound up in a person of five feet, seven inches, weighing 116 pounds, with raven hair and sparkling black eyes.



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"I JUST DROPPED IN" explains Jimmy Stewart to his very skeptical film wife, Rosalind Russell. Scene is from the Strand's new film, "No Time For Comedy" which belies its title by being all comedy.

### Director Keighley Puts Comedy Punch In New Strand Film

"I'm Miss Tobin to you and you needn't call me Genevieve." "And you needn't call me Bill. Just make it Mr. Keighley."

That in effect, although not in the exact verbiage, was the relationship of Mr. and Mrs. William Keighley during the production of "No Time For Comedy," the film comedy which opens at the Strand Friday.



Mat 117-15c  
William Keighley

Miss Genevieve Tobin was cast in one of the important roles opposite Rosalind Russell and James Stewart; William Keighley was the director of the picture.

One of the outstanding directors on the Warner Bros. lot, Keighley most recent smash hit was "The Fighting 69th." He has also distinguished himself in the comedy field with such successes as "Yes, My Darling Daughter" and "Brother Rat." In "Yes, My Darling Daughter," Miss Tobin played one of the leading roles under her husband's direction. "No Time For Comedy" marks their finest film teamwork.

To other screen personalities such unusual circumstances might have created difficulties. But not with the Keighleys, long recognized as one of the happiest married couples in Hollywood, with their marriage based on sound, sensible equations. The situation creates no insurmountable problems, because they have established unwritten rules by which they will play the game, for the benefit of themselves and their colleagues. On the set their rule is strictly business.

### Hick to Slick Is Stewart's 'No Time For Comedy' Role

From hick to slick — that's James Stewart's role in the new picture opening Friday at the Strand.

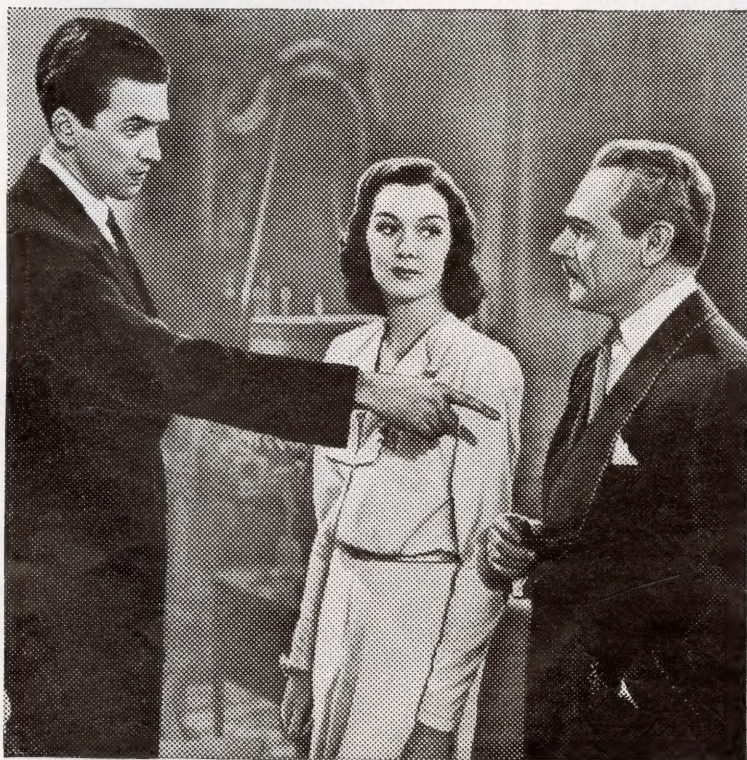
When Stewart reported to Warner Bros. for his role in "No Time For Comedy," the S. N. Behrman play adapted to the screen by Julius and Philip Epstein, he not only became a playwright on his own but one with a dual personality at that.

For the brothers Epstein have extended the background of the Behrman original, first focusing on the character when he comes to Broadway to see his first play produced. He is then a small town, shy, unsophisticated aspirant who eventually is set on the royal road to royalties by Rosalind Russell, seen opposite him as the successful actress who convinces him that his talents lie in the field of comedy.

Stewart, under her guidance, then becomes a polished, urbane, playwright who undergoes another personality change when "the other woman" tries to persuade him to have a try at a "play that counts."

Torn not only between conflicting ideals but between two strong willed women each with a desire to win, Stewart undergoes plenty of mental and emotional hazards before the struggle is resolved.

"No Time For Comedy," which was directed by William Keighley, offers Stewart and Miss Russell dramatic roles with overtones of comedy. Genevieve Tobin plays the "other woman."



Still NT 93; Mat 208-30c  
"MY WIFE'S MY OWN . . ." Jimmie Stewart tells Charlie Ruggles, and incidentally, Rosalind Russell, the wife in question, but it's all in fun for "No Time For Comedy," opening at the Strand Friday.





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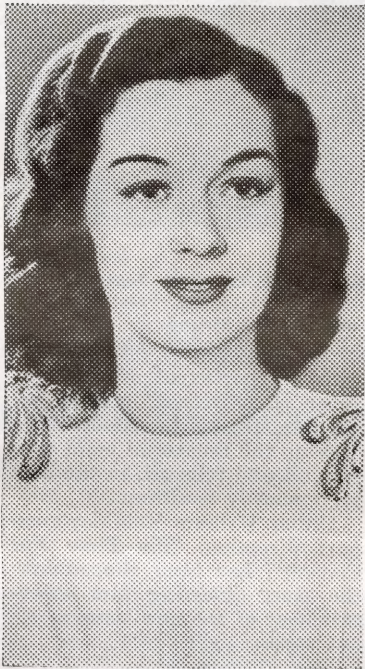


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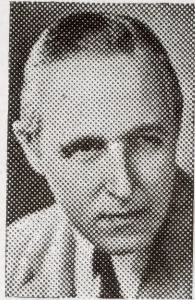


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William Keighley

Miss Genevieve Tobin was cast in one of the important roles opposite Rosalind Russell and James Stewart; William Keighley was the director of the picture.

One of the outstanding directors on the Warner Bros. lot, Keighley most recent smash hit was "The Fighting 69th." He has also distinguished himself in the comedy field with such successes as "Yes, My Darling Daughter" and "Brother Rat." In "Yes, My Darling Daughter," Miss Tobin played one of the leading roles under her husband's direction. "No Time For Comedy" marks their finest film teamwork.

To other screen personalities such unusual circumstances might have created difficulties. But not with the Keighleys, long recognized as one of the happiest married couples in Hollywood, with their marriage based on sound, sensible equations. The situation creates no insurmountable problems, because they have established unwritten rules by which they will play the game, for the benefit of themselves and their colleagues. On the set their rule is strictly business.

### Hick to Slick Is Stewart's 'No Time For Comedy' Role

From hick to slick — that's James Stewart's role in the new picture opening Friday at the Strand.

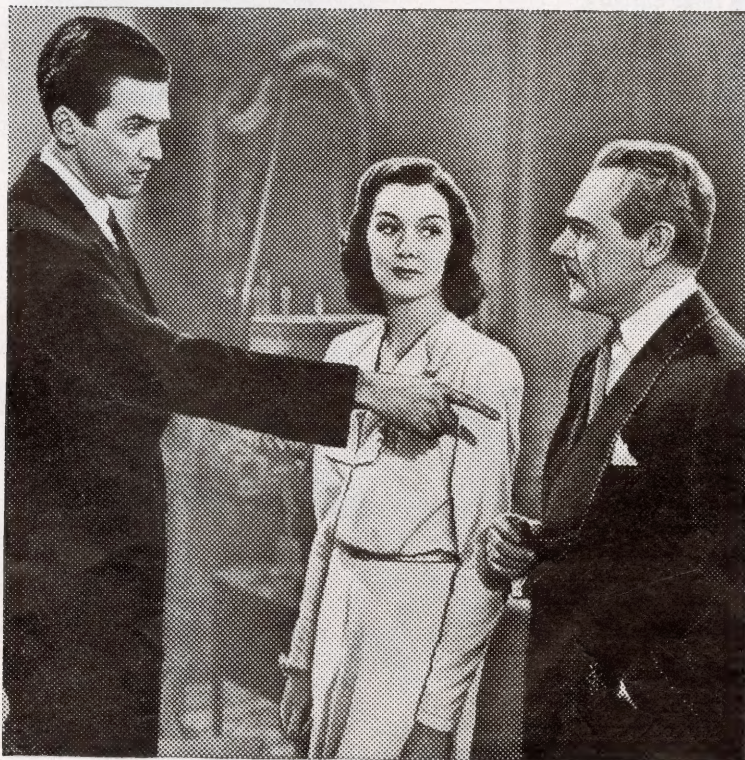
When Stewart reported to Warner Bros. for his role in "No Time For Comedy," the S. N. Behrman play adapted to the screen by Julius and Philip Epstein, he not only became a playwright on his own but one with a dual personality at that.

For the brothers Epstein have extended the background of the Behrman original, first focusing on the character when he comes to Broadway to see his first play produced. He is then a small town, shy, unsophisticated aspirant who eventually is set on the royal road to royalties by Rosalind Russell, seen opposite him as the successful actress who convinces him that his talents lie in the field of comedy.

Stewart, under her guidance, then becomes a polished, urbane, playwright who undergoes another personality change when "the other woman" tries to persuade him to have a try at a "play that counts."

Torn not only between conflicting ideals but between two strong willed women each with a desire to win, Stewart undergoes plenty of mental and emotional hazards before the struggle is resolved.

"No Time For Comedy," which was directed by William Keighley, offers Stewart and Miss Russell dramatic roles with overtones of comedy. Genevieve Tobin plays the "other woman."



Still NT 93; Mat 208-30c  
"MY WIFE'S MY OWN . . ." Jimmie Stewart tells Charlie Ruggles, and incidentally, Rosalind Russell, the wife in question, but it's all in fun for "No Time For Comedy," opening at the Strand Friday.



## Strand to Show 'No Time For Comedy' Starting Today

A film replete with sprightly dialogue, fine acting and delightfully humorous situations will make its local bow today when Warner Bros.'

"No Time For Comedy," opens at the Strand Theatre.

The picture stars two of movie-goers' most popular players, James Stewart and Rosalind Russell. Stewart plays the part of a country playwright who comes to the big town and startles everyone by writing so understandingly of the "Park Avenue crowd." Rosalind Russell, in the role of a successful stage actress who plays leads in Stewart's plays, learns of his formula for writing hit plays. He claims that people are fundamentally alike whether they come from Squeedunk or New York and that they would probably react the same in any situation. He gets out of his element however when he allows the wife of a millionaire, played by Genevieve Tobin, to persuade him to write a play about a world torn by strife and struggle.

"No Time For Comedy" was one of last season's greatest Broadway stage hits. The play was written by S. N. Behrman, whose long list of successful plays is unbeatable. Julius J. and Philip G. Epstein, two of the cleverest screen writers in Hollywood, captured all of its scintillating spirit when they adapted it to the screen.

Genevieve Tobin, Charles Ruggles, Allyn Joslyn, Clarence Kolb and Louise Beavers make up the talented array of supporting players. William Keighley directed "No Time For Comedy," the year's gayest comedy.

### Strand Has New Comedy

Today's new film offering at the Strand Theatre is "No Time For Comedy," the James Stewart-Rosalind Russell co-starring film, adapted from the Broadway stage hit by S. N. Behrman. Also featured in the sophisticated comedy of Broadway's theatrical set, are Genevieve Tobin, Charlie Ruggles, Allyn Joslyn, Clarence Kolb and Louise Beavers. William Keighley directed the production.

## James Stewart and Rosalind Russell Score Laugh Hit in 'No Time For Comedy'

**CAST**  
Gaylord Esterbrook.....James Stewart  
Linda Esterbrook.....Rosalind Russell  
Amanda Swift.....Genevieve Tobin  
Philo Swift.....Charles Ruggles  
Morgan Carrell.....Allyn Joslyn  
Richard Benson.....Clarence Kolb  
Clementine.....Louise Beavers  
Jim.....J. M. Kerrigan  
Frank.....Lawrence Grosmith  
Robert.....Robert Grieg  
Cab Driver.....Frank Faylen

**PRODUCTION:** Directed by William Keighley; From the Stage play by S. N. Behrman, Produced by Katharine Cornell and the Playwrights Company; Director of Photography, Ernie Haller, A. S. C.; Art Director, John Hughes; Film Editor, Owen Marks; Gowns by Orry-Kelly; Sound by Stanley Jones; Makeup Artist, Perc Westmore; Musical Director, Leo F. Forbstein.

Jimmie Stewart and Rosalind Russell are hitting the comedy high spots in the Strand's new laugh hit, which ironically enough is entitled "No Time For Comedy." If you liked what Jimmie did in Washington, you'll be crazy about what he does on Broadway, and if you liked what Rosalind did to "The Women," just wait till you see what she does to the men.

"No Time For Comedy" is adapted from the S. N. Behrman play which had a long and successful record as a Broadway stage hit. In bringing it to the screen, Warner Bros. have kept all the gayety and sparkle of the original story of Broadway's theatrical smart set, while giving it the wider freedom of scope and action which the cinematic medium demands. Julius J. and Philip G. Epstein, who adapted the play for the screen, have written a delightful script with dialogue as fresh and bright as a new-minted coin, and dozens of scintillating situations.

There are probably no other two stars who could fit so slickly into the two principal roles as Stewart and Miss Russell, and their teamwork makes comedy history. As the cub reporter from the sticks who suddenly finds himself and his plays a huge success on Broadway, Stewart is completely believable and believably bewildered. Miss Russell's suave assurance in the role of his actress wife, who protects him from the Broadway wolves and the Park Avenue blondes, is one of the year's standout performances.

Then there's Genevieve Tobin as the fluffy blonde menace in Stewart's life, and a more charming menace it would be



Mat 222-30c

**TIME OUT FOR COMEDY**—Jimmie Stewart and Rosalind Russell drink 'skol' to love and laughs in their new co-starring hit, "No Time For Comedy," currently attracting huge crowds to the Strand.

difficult to find. The role of her exasperated husband gives Charlie Ruggles the sort of serio-comedy role at which he excels, even though in this one he confines his drinking activities strictly to milk.

Allyn Joslyn is superbly vitriolic as the acid-tongued stage director, while Clarence Kolb scores a comedy bulls-eye

with his portrayal of the producer who "yesses" all his assistants. Dusky Louise Beavers does up the theatrical maid who sees all and tells all, in the best high comedy tradition.

Under William Keighley's expert direction, "No Time For Comedy" has been shaped into the most diverting film entertainment of the new season.

## That Guy From Washington Has 'No Time For Comedy'

Any competent poll of Hollywood's screen luminaries will show a landslide majority in favor of "escaping from it all."

Stars, producers and directors all find a change in social relationship and scenery vital to their personal happiness and success in their careers.

James Stewart, now appearing with Rosalind Russell in "No Time For Comedy" at the Strand Theatre worked in thirteen pictures before he came smack-up to the same conclusion. He was getting stale, he felt, and people were beginning to pall on him. It occurred to him that the sky was a good place in which to get away from it all.

Today he is considered one of the best pilots in the cinema colony.

Today, whenever he feels cramped or the urge to "get away from it all" is too overpowering, he boards his plane.

About Jimmy Stewart himself: he's not handsome, too tall and too thin—almost gawky. His hair won't stay combed, he lacks poise and looks half frightened. They say he doesn't wear clothes like George Brent nor have the dash of Errol Flynn. In spite or because of it all, he is one of the top ranking stars of the screen.

Son of a small town merchant, he prepped at Mercersburg Academy and ran, high jumped and hurdled for the glory of the Princeton track team. They gave him a diploma when what he

needed was a job. Friends offered him a spot with the Falmouth stock company at Cape Cod. Six or seven engagements on Broadway were enough to attract the movie scouts.

He clicked immediately and has added an imposing string



Mat 107-15c

James Stewart

of picture achievements to his record culminating in Capra's "Mr. Smith Goes to Washington."

He is six feet two and a half inches tall. Plays a mean accordion and hobby-lobbies with model airplanes. That is, when he is not "escaping from it all" in his life-size plane.



Mat 206-30c

**"ALONE AT LAST"** sigh Rosalind Russell and Jimmie Stewart in this tender love scene which you will see in "No Time For Comedy." What you won't see is Director William Keighley (on sofa) and his staff at work lighting, directing and photographing the scene.





Still ROS11; Mat 209—30c

ROSALIND RUSSELL'S dazzling wardrobe of Orry-Kelly fashions which she wears in the current Strand film, "No Time For Comedy," includes this unusual evening wrap, a sheer white wool shawl.

#### Film Fashions

## No Mad Hats, But Many Smart Frocks in New Strand Film

When you think of "mad" hats you just naturally think of Rosalind Russell who is perhaps one of the few women in this world who can wear an insane chapeau and make it look completely sane.

But in "No Time For Comedy," in which Rosalind is co-starring with James Stewart, she wears not one extreme hat. This doesn't mean that the popular star is going to disappoint her loyal feminine fans who look forward to the fashion show she always walks through as well as her lilting way of tossing off lines. Designer Orry Kelly has designed for her, not hats that swoop up or down to breathtaking angles, but costumes that are all conversation pieces. Three dresses, for example,



Mat 104—15c

Rosalind Russell

show an interesting and daring trouser-skirt. By way of explanation this skirt, which Miss Russell is also favoring in her own wardrobe now, has a full and draped portion down the front and back and all in one piece. Openings on each side allow Rosalind to slip her feet through.

One of these gowns for evening is in flesh chiffon over a nude slip with huge corsage of nude taffeta flowers and brilliants pinned at the waistline. Another is a coat dress in white and gold brocade with panel slits almost to the hips and diamond cutouts at the waistline.

That reptile trim is fast climbing the social ladder is proved in a stunning suit Rosalind wears. In beige serge it shows a piping of shiny brown alligator on revers, front closing.

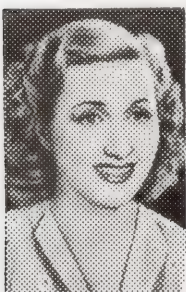
The frock Rosalind likes best of all is in white broadcloth, and for formal evening wear. That is a note worth remembering! The gown is slim with long tight sleeves that capture a portion of the hands and wide tailored revers.

Charlie Ruggles is on the wagon. For his role in "No Time For Comedy," in which he is featured with Rosalind Russell and James Stewart he drinks nothing but milk. It was in the script. Ruggles could hardly believe it himself, for although he does no drinking in real life, in his screen roles he has always been pretty much of a tippler, and he thinks perhaps this may be the beginning of a regeneration for him.

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### Married Her Boss

Genevieve Tobin, who plays the blonde menace who tries to steal Rosalind Russell's husband in "No Time For Comedy," found nothing unusual about having her husband William Keighley direct her in love scenes with Jimmie Stewart and Charlie Ruggles. She and Keighley first met when he was dialogue director on the first film she ever made. They were married very shortly afterward and have worked in several films together.



Mat 101—15c

Genevieve Tobin

### East Meets West

Broadway or Hollywood, it's all the same to Allyn Joslyn, who is currently playing a temperamental director in "No Time For Comedy," the James Stewart-Rosalind Russell co-starring film now at the Strand. Joslyn's brilliant comedy work in the stage production of "Boy Meets Girl" brought him to Hollywood's attention and he has since devoted his time to commuting between the Hollywood film studios and the Broadway stage.



Mat 102—15c

Allyn Joslyn

## 'Other Woman' Is Problem In 'No Time For Comedy'

That much maligned character, "the other woman," for the first time falls heir to sound advice on how to lure a husband away from his wife.

No less a personage than Rosalind Russell listed the valuable pointers, drawing upon her experiences in the current Strand picture, "No Time For Comedy" in which she co-stars with Jimmy Stewart.

"Amanda Swift is the name of the dangerous female in the picture," said Miss Russell. "She would be a beautiful blond, of course," Miss Russell purred.

To maintain oneself in the position of "other woman" in a man's life, Miss Russell suggested that "you make yourself an influence with a capital I."

Miss Russell then went on to say that in her observation many men often formed entangling alliances to escape the critical analysis of their wives.

"It would be well never to duplicate that if you want to be the perfect other woman," continued Miss Russell. "Always sympathize with him and say you understand him even if you don't know what it's all about."

"Is crying calculated to hold a man?" Miss Russell was asked.

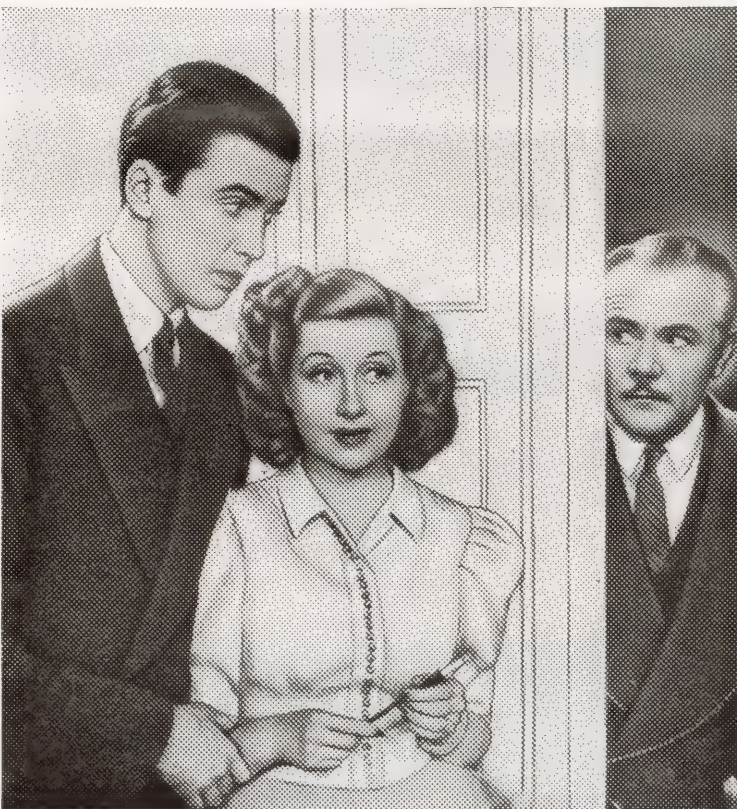
"If his wife cries, no," said Miss Russell. "But apparently when this Swift number gives with the tears it makes Ester-



Mat 103—15c

Genevieve Tobin

brook — that's Jimmy Stewart — feel that the little other woman can't get along without him, the lug."



Still NT74; Mat 202—30c

"WHO'S THAT KNOCKING AT THE DOOR?" Jimmie Stewart and Genevieve Tobin want to know. Why it's just Genevieve's screen husband, Charlie Ruggles, and it looks like this is "No Time For Comedy."

### Film Ruggles Reforms

Charlie Ruggles is on the wagon. For his role in "No Time For Comedy," in which he is featured with Rosalind Russell and James Stewart he drinks nothing but milk. It was in the script. Ruggles could hardly believe it himself, for although he does no drinking in real life, in his screen roles he has always been pretty much of a tippler, and he thinks perhaps this may be the beginning of a regeneration for him.



Mat 105—15c

Charlie Ruggles





# time for exploitation

**CONTEST** Idea of this six-day newspaper contest is to select correct solutions to comedy situations taken from the picture. Observation of daily scene and the situation presented will give contestants necessary clues. Contestants circle one of four solutions suggested with each scene. Entries are sent in at end of contest, not separately. Family appeal of this type of contest makes it a good newspaper feature and at same time gives your showing extra publicity. Order "NT Contest Mat 501B" — 75c — from Warner Bros. Campaign Plan Editor, 321 West 44th Street, N. Y. C.

(Lead Story for Contest)

## NEWS OFFERS FREE TICKETS IN NOVEL MOVIE CONTEST

Want to have some fun? Want to see an hilarious movie free? Here's how. Starting today and for the next five days the Daily News will run a contest which you and your entire family will enjoy.

All you have to do is select the correct solution to each of the situations confronting James Stewart and Rosalind Russell, stars of "No Time For Comedy," the comedy hit opening at the Strand Theatre next Friday.

Just study each picture. Then look at answers A, B, C, and D. One of these is the correct reply. Circle either A, B, C, or D and wait for the next day's scene

from the picture.

Twenty-five pairs of guest tickets to see "No Time For Comedy" will be awarded to the first twenty-five contestants submitting the correct solutions. Featured with the stars in the picture are Genevieve Tobin, Charlie Ruggles, Allyn Joslyn, Clarence Kolb and Louise Beavers. William Keighley directed the picture which is based on the Katharine Cornell stage success.

Since the new film opens at the Strand Theatre next Friday, don't forget to get busy with this contest and try for a pair of those FREE movie tickets.

First Day

### WHAT'S YOUR SOLUTION FOR THIS 'NO TIME FOR COMEDY' SITUATION?

Here's the situation . . .

After enduring the agony of having her toes treaded upon, Rosalind Russell throws discretion to the winds and retaliates with a sharp rap to James Stewart's left shin. What do you think Rosalind should say?



Circle only one answer. Tomorrow No. 2 in this contest will appear.

- A. "I don't need a dancing partner—what I need is a chiropodist!"
- B. "Listen Bud, this is no time for comedy."
- C. "This the first hotfoot I ever got on a dance floor."
- D. "Now you kick me!"

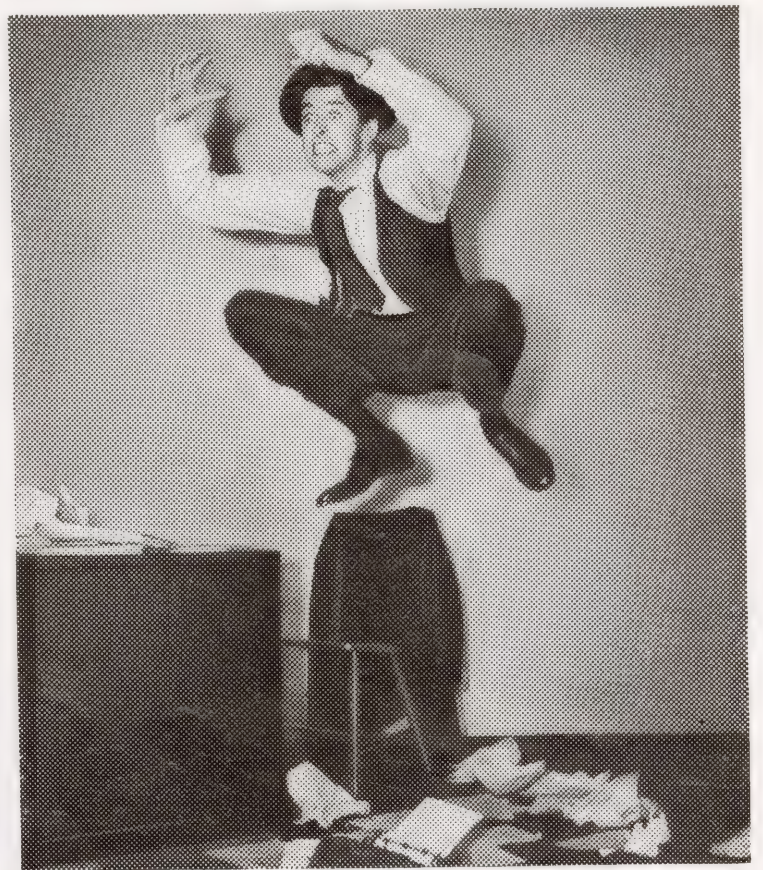
(Correct Answer: A)

Second Day

### WHAT'S YOUR SOLUTION FOR THIS 'NO TIME FOR COMEDY' SITUATION?

Here's the situation . . .

In "No Time For Comedy" James Stewart plays the role of a successful playwright. At the moment he is in the throes of third act trouble and has temporarily gone haywire. What is the erratic young man saying?



Circle only one answer. Tomorrow No. 3 in this contest will appear.

- A. "I'll never eat Mexican jumping beans again!"
- B. "Who's excited?"
- C. "Whee! I'm a jitterbug!"
- D. "If I beat my head against the ceiling long enough, maybe I'll get an idea."

(Correct Answer: B)



### WHAT'S YOUR SOLUTION FOR THIS 'NO TIME FOR COMEDY' SITUATION?

Here's the situation . . .

Rosalind Russell enjoys feeding James Stewart, her co-star in the hilarious "No Time For Comedy." As Jimmie samples the buffet, what do you think Rosalind is saying?



Circle only one answer. Tomorrow No. 4 in this contest will appear.

- A. "Gee, you've got nice fillings."
- B. "Try the cheese so I can tell whether you're a man or a mouse!"
- C. "I love to have men eating out of my hand."
- D. "Like this cake? The girls helped me lift it out of the oven."

(Correct Answer: C)

### WHAT'S YOUR SOLUTION FOR THIS 'NO TIME FOR COMEDY' SITUATION?

Here's the situation . . .

Men dislike girls who choose their headgear, and James Stewart is no exception. Judging by his reaction to Rosalind Russell's choice of a chapeau, what do you think he quips?



Circle only one answer. Tomorrow No. 5 in this contest will appear.

- A. "I wear this to keep my wigwam."
- B. "This is the last straw!"
- C. "Don't you think white is more becoming?"
- D. "I own a cap, but my hat belongs to daddy!"

(Correct Answer: C)

### WHAT'S YOUR SOLUTION FOR THIS 'NO TIME FOR COMEDY' SITUATION?

Here's the situation . . .

Much to Rosalind Russell's (and the cabby's) disgust, James Stewart has made a date without having the slightest idea where to take her. Here he consults the amusement pages as Rosalind does a slow burn. What do you think she is saying?



Circle only one answer. Tomorrow No. 6 in this contest will appear.

- A. "What theatre is showing Rex, The Wonder Horse in 'Sweet Cheat'?"
- B. "If you'd buy me a paper, I wouldn't have to read over your shoulder."
- C. "How did the Giants make out?"
- D. "Are you sure you can read?"

(Correct Answer: B)

### WHAT'S YOUR SOLUTION FOR THIS 'NO TIME FOR COMEDY' SITUATION?

Here's the situation . . .

If a girl (Rosalind Russell) must take the subway during rush hour, what do you think is the best way to avoid accidents like this?



Circle only one answer.

- A. Always walk behind the boy friend.
- B. Carry brass knuckles for emergencies.
- C. Take a taxi instead.
- D. Glue hat on to head.

(Correct Answer: D)

Send all your solutions in to the Daily News Contest Editor before (closing date). Watch the Daily News for announcement of the winners' names and awarding of the prizes.



Turn Here for More







Charlie Ruggles is a little provoked at finding his wife, Genevieve Tobin, in Jimmie Stewart's arms. If you were Jimmie Stewart in this scene from "No Time For Comedy," now playing at the Strand Theatre, how would you answer Charlie's remark? Guest tickets go to those submitting the best answers.



After bailing her husband Jimmie Stewart out, Rosalind Russell seems to be bailing him out. How would you answer the policeman in this scene from "No Time For Comedy," now playing at the Strand Theatre? Guest tickets go to those submitting the best answers.



In this scene from "No Time For Comedy," now playing at the Strand Theatre, Rosalind Russell and Genevieve Tobin are battling because each has stolen the other's husband. What would you reply to Rosalind Russell's remark? Guest tickets go to those submitting the best answers.



Three A.M.! Jimmie has been caught peeking thru the keyhole to make sure wife Rosalind Russell was asleep. In this scene from "No Time For Comedy," now playing at the Strand Theatre, what would you say to her? Guest tickets go to those submitting the best answers.

## ADS MAKE 'SNAPPY ANSWER' CONTEST

Get the four special teaser ads doing double duty for you in this entertaining "what would you say to this?" contest. Contestants are asked to consider situation involved in each scene and then give a snappy answer to line: "Say, this is no time for comedy." Contest captions appear beneath each scene. Ad-contest mats are available at your local Vitagraph exchange—mats 218, 219, 220 and 221—30c for each mat.

## SIX-DAY LIMERICK CONTEST SELLS PICTURE TITLE

It's no time for dull prose when you start exploiting this movie, so we've thought up a limerick contest as pert and as peppy as the picture it's written about. There it is, below, ready to run for six days, easy to plant in your newspaper because of its liveliness. Or, if your editor prefers three-day contests, run two limericks each day. Pick up scenes from the publicity pages to run daily with the contest. Sustain reader interest by awarding daily prizes for the best completing lines.

### Contest limericks:

*There was a shy fellow named James,  
Who knew nothing at all about dames,  
'Till he met a Miss Russell,  
... And after a tussle,*

(This line must rhyme with the first two lines)

*"This is no time for comedy, honey!"  
Jimmie Stewart never dreamed he was funny  
When in anger he cried  
To Miss Russell, his bride—*

(This line must rhyme with the first two lines)

*The two married couples were friends,  
But the best of all marriages ends.  
When groom or when bride  
Takes to love on the side—*

(This line must rhyme with the first two lines)

*"I have no time for comedy, see"  
Jimmie Stewart cried; apparently he  
Was determined to hustle  
The truth from Miss Russell—*

(This line must rhyme with the first two lines)

*"This is no time for comedy!!" cried  
Jimmie Stewart to Miss Russell, his bride.  
These stern words he blurted  
When he found that she flirted—*

(This line must rhyme with the first two lines)

*Jimmie and Rosalind, hitting on high,  
Happily wed till their love went awry  
Turned out to be tattlers  
And hair-pulling battlers—*

(This line must rhyme with the first two lines)

## PATRONS DRAW CARTOONS— CARTOONS DRAW PATRONS



Promote newspaper contest for best original, humorous cartoons done by local amateurs centering around picture title. Sample drawing above will give you an idea how it's done. Situations built around title are numerous and easy to get up, amateur cartooners are plentiful, the stunt will make an effective reader-interest item for your newspaper—and there you have the makings of a top-notch gag.



## SET BOOK PROMOTIONS WITH RANDOM HOUSE EDITION

Random House's edition of "No Time For Comedy" is good for local dealer promotions. The popularity of both play and book makes this effective selling for your showing.

For further information and dealer lists write to: Mr. Bennett Cerf, Random House, Inc., 20 East 57th Street, N. Y. C.

Get these book promotion ideas into action . . .

Set window and counter displays in book and department stores.

Display material in libraries.

Award copies of books as prizes in your contests.

Promote co-op ad with book dealer.

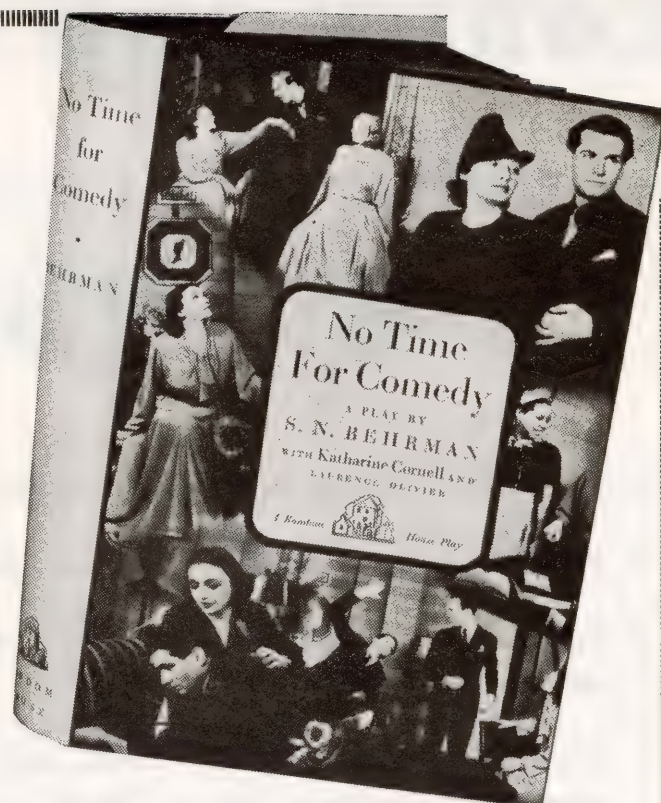
Mammoth book for lobby and street bally.

Print up special book mark carrying theatre and dealer ad.

Special dust jacket with theatre and dealer names imprinted

Spot ads on paper's book and theatre page.

Lobby library through local dealer tie-ups.



For the Women . . .

## FASHION LAYOUT FOR WOMEN'S PAGES



ORRY-KELLY EVENING FASHIONS worn in "No Time For Comedy" include (left) Rosalind Russell's white broadcloth frock with trouser-skirt, silver belt and lapel accents, worn with a full-length collarless mink coat; (center) Genevieve Tobin's side-draped beige crepe, the drape accentuated with three huge gold buttons; (right) Miss Russell's silver cloth dance frock, with unusual leaf belt of white quilted satin.

## BLONDE-BRUNETTE STUNTS

Presence of Rosalind Russell and Genevieve Tobin in the cast lends itself to the popular blonde-brunette promotions.

1. Rivalry between the girls may be used as basis for lobby or newspaper contest to find most attractive of each species.
2. Inquiring street reporter asks: "Do you prefer blondes or brunettes?" Award passes to those who give funniest and most original answers. Promote radio quiz on same question.
3. Athletic contests between blondes and brunettes.
4. Department stores and beauty shops tie-in with displays of clothes and makeup for blondes and brunettes. Windows include large art layouts on Rosalind Russell and Genevieve Tobin. **NOTE:** "No Time For Comedy" stars cannot be used for any tie-ups.

Selling the Title . . .

## MOVIE QUIZ

Easy-to-plant movie quiz sells the stars of "No Time For Comedy." Answers are scattered in various notices on Classified Ad page or printed on reverse side of herald. Guest tickets go to first ten persons handing in correct lists at boxoffice.

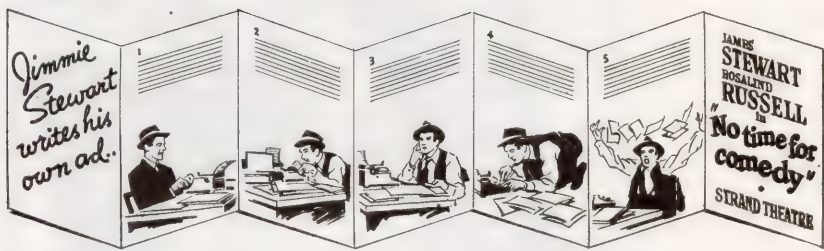
1. Who played the idealistic young senator in "Mr. Smith Goes To Washington"? (*James Stewart*)
2. What celebrated actress played the leading role in "No Time For Comedy" on the New York stage? (*Katharine Cornell*)
3. Who appeared opposite her in the role of the playwright-husband? (*Laurence Olivier, Francis Lederer*)
4. Name the lovely star who made a personal success in a catty role in the motion picture version of "The Women." (*Rosalind Russell*)
5. In what recent film did James Stewart play an ardent anti-Nazi? (*"The Mortal Storm"*)
6. Did Rosalind Russell ever portray a newspaper woman? (*Yes. In "His Girl Friday"*)
7. Name the rip-roaring western wherein Marlene Dietrich appeared opposite James Stewart. (*"Destry Rides Again"*)
8. Did Rosalind Russell ever appear in a film with Errol Flynn? (*Yes. They appeared in "Four's A Crowd"*)
9. Name the James Stewart film adapted from a Pulitzer Prize play. (*"You Can't Take It With You"*)
10. Are these questions true or false?  
(a) Rosalind Russell was born in Montreal, Canada.  
(b) James Stewart attended Princeton University.  
(a—false; b—true)

## TITLE IN EDITORIAL

Perhaps editor of your local paper will like this for an editorial on theme "No Time For Comedy," plugging the idea that one of the troubles with the world today is that folks are too serious, and that there is no time for comedy and laughs.



# LOBBY AND STREET BALLY SHOTS



Three ways to make the most of ad mat 401:

1. For this folding screen display in your lobby.
2. For accordion folder (illustrated above) in direct mail or as envelope stuffers.
3. For throwaway contest. You'll notice each panel is numbered in case you want to adapt the ad for this type contest. Guest tickets go to those turning in complete sets of five.

## HOW TO PUT NOVEL AD SLANT TO WORK

Comedy illustrations of Jimmie Stewart at the typewriter—"Jimmie Writes His Own Ad"—used in ad mats 401 and 113 are readily adaptable for this series of attention-getters. Get in touch with your carpenter, sign shop or printer and set these going well in advance of your showing. They sell!



Eye-catching lobby display made up from blow-up of Jimmie Stewart series in ad mat 113. Spot on 40" x 60" board with copy shown in illustration.

## DISPLAY FEATURES STARS

Signpost in lobby reads, "—Miles To Washington. — Miles To Broadway." Blow-up of James Stewart from scene mat 203 (page 6) stands next to signpost. Copy reads: "If You Liked What He Did To Washington, Wait 'Til You See Him On Broadway In 'No Time For Comedy'." Similar display can be worked up featuring Rosalind Russell (see mat 204 on page 7) for other side of lobby. Copy reads, "If You Liked What She Did To 'The Women,' Wait 'Til You See What She Does To Jimmie Stewart!" Include scene stills from Vitagraph exchange set with billing and playdate.

## PICKETING DAN CUPID

Cherubic youngster dressed as Dan Cupid pickets theatre. Copy he carries reads, "On strike against James Stewart and Rosalind Russell 'cause in 'No Time For Comedy' they make me look like an amateur." Contact paper for photos.

## TRAVELING TRIO



Good-looking gent with lipstick impressions on face strolls through town with blonde on one arm, brunette on the other. Copy they carry reads, "Can a man be in love with two women at the same time? See 'No Time For Comedy' Now! Strand Theatre!"

## CLOCK SIDEWALK STENCIL

Paint clock faces on the sidewalks leading to the theatre, with hands set to the time of your various show breaks, with this copy: "Now is the time to see NO TIME FOR COMEDY." Or use the same copy with arrows pointing toward your box-office. Be sure your stencil is large enough and clear enough to be legible. Pick your spots with an eye to heaviest traffic and the most direct routes to your theatre. Stunt can be adapted for jewelers' windows with copy (above) posted on sign near large display clock. Add theatre name and your playdate to copy.

## NEED CUTOUTS? SEE POSTERS!

Check the poster paper (see both sides of back cover) for made-to-order cutouts for use in your lobby and marquee displays. Especially note the 24-sheet with its 6-foot heads of James Stewart and Rosalind Russell and the 6-sheet's comedy shots of the stars.

## 6 STREET BALLIES TO GET ACROSS PICTURE TITLE

These street ballies spotted around town are good ways to get across comedy title. Use same copy for all stunts. Copy: Don't ask me for a match . . . this is NO TIME FOR COMEDY! You'll get more attention if you arrange these travelling ballies to follow each other at short intervals past key spots.

1. Man covers town with broken suspenders, holding up his pants with one hand, carrying sign with other. Copy to be used for sign is carried above.



2. Man with a baby on each arm (large dolls), pushes a perambulator with another baby inside. Sign is on perambulator.

3. Car with flat tire is placed in some busy section of town with its driver busy pumping tire up. Copy is pinned on his back, or placed in front of the car.



4. Man on shaky looking ladder repairs something over his head on a building in a busy area. Sign pinned on the seat of his pants.

5. Man with both arms piled high with bundles covers main shopping districts in town during afternoon rush hours. Sign is attached to outside bundle.



6. Man balances a large stack of brown office envelopes too bulky to carry, drops them periodically at busy intersections and scrambles around picking them up. Copy is fastened to his back.





keyed to your  
showmanship.....

## 9" X 12" COLORED LITHO HERALD

Entire reverse side blank for  
co-op imprint. Priced low  
enough for quantity purchases.

**\$2.75** per M for 5M & over      **\$3.00** per M for less than 5M



**Poster Paper and More Accessories on Following Pages** →



### DIRECT MAIL CAMPAIGN

(To Patrons on Program Mailing List)

Dear Sir,

If you've been working hard lately and need a lift, I have a good tip for you. Beginning Friday the Strand Theatre will show "No Time For Comedy", screen version of the hit play that had a successful New York run and then toured from coast-to-coast. "No Time For Comedy" stars James Stewart (the guy who went to Washington!) and Rosalind Russell (that woman from "The Women"!)

You'll be greatly entertained by this picture. It's built that way — hilarious story, lovable stars, and amusing situations. As a matter of fact, you'll find that there's no time for anything but laughs at "No Time For Comedy".

(For Hotel Visitors)

Dear Sir,

The (name) Hotel is proud to welcome you as its guest. We feel that your stay here will be an enjoyable one because of the many fine entertainment facilities our city possesses.

May we suggest that you visit the Strand Theatre where the gay new hit "No Time For Comedy" starring James Stewart and Rosalind Russell is now playing?

If you desire to see "No Time For Comedy", inquire at the desk for simple directions to the Strand Theatre and other information about the uproarious comedy.

(To Drama Club Members and Little Theatre Groups)

Dear Friend,

"No Time For Comedy", starring James Stewart and Rosalind Russell will have its first local showing at the Strand Theatre on Friday! As you probably know, the brilliant play by S. N. Behrman, author of "Biography" and "End Of Summer" starred Katharine Cornell and was a smash hit both on Broadway and the road. The play was chosen by Burns Mantle, veteran critic of the New York Daily News as one of the finest of 1939.

Perhaps you have seen the stage version. If you have you know how enjoyable it is. Now on the screen it is all the more delightful. Amusing situations, sparkling repartee, and excellent direction make "No Time For Comedy" one of the choice entertainment offerings on the screen this season.



### RADIO FLASHES

(One-minute announcement)

Spot this one-minute radio announcement over your local broadcasting station to sell the comedy angles of the show to everyone in town.

"Ladies and gentlemen . . . there's something very funny going on at the Strand Theatre. It's an hilarious hit called 'No Time For Comedy.' Advance critics have said that the screen version is one hundred times funnier than the Broadway stage success, so prepare yourself for a grand fun-fest. 'No Time For Comedy' stars James Stewart and Rosalind Russell — together for the first time! If you liked what Jimmie did to Washington, wait until you see him on Broadway! If you liked what Rosalind Russell did to 'The Women,' wait until you see her go after the men! The comedy riot tells the story of a bashful country playwright who comes to the big city and marries a famous actress. Difficulties set in, but they get each other back after some of the most mirthful scenes of the year! You'll find that there's no time for anything but gaiety, so laugh your troubles away at the Strand Theatre with James Stewart and Rosalind Russell in 'No Time For Comedy'."

(Spot Plug)

In keeping with the idea used by many eastern stations, punctuate announcements about the time with this brief plug:

"The correct time is exactly — o'clock. You have just — hours to see James Stewart and Rosalind Russell in 'No Time For Comedy,' the hilarious hit now playing at the Strand Theatre."

### CONTEST FOR CANDID COMEDY PIX

Novel feature for newspapers lies in candid camera contest for amateur photographers. Prizes are awarded to snappers of pix containing most comedy. Tie in local camera dealer and newspaper's camera editor.

### MAIDS' FUNNY SAYINGS MAKE CONTEST

In the film, Clementine, negro maid played by Louise Beavers is responsible for much of the hilarity. Cueing on this, promote contest for women's page readers awarding prizes for funniest things said or done by maids.



# NEW PHOTOCHROME DISPLAY—BANNER—WINDOW CARDS—LOBBY ITEMS



**NEW!**  
40 x 60  
**PHOTOCHROME  
DISPLAY**

A new type of unit  
combining photo en-  
largement and color.

Photochrome Displays are  
transparent and are very  
effective in shadow boxes.

**Rental:  
75c each**



40 x 54  
**SATIN  
BANNER**  
Rental:  
\$1.00 each

## 2 WINDOW CARDS



**MIDGET CARD**  
4c each



**REGULAR CARD**  
1 to 49.....7c each  
50 to 99.....6c each  
100 and over.....5½c each



COLORED 11 x 14's  
Set of Eight  
Rental: 35c

SLIDE .. Price: 15c each  
Flash this slide from your  
screen and in your lobby.



COLORED 22 x 28's  
Rental: 20c each



**INSERT  
CARD**  
Rental:  
12c each





**SIX-SHEET . . . . . Rental: 48c each**  
 . . . with the action comedy cutouts you want for your displays!

SPECIAL QUANTITY PRICES	
<b>24-SHEETS</b>	
1 to 4	\$2.40 each
5 to 9	\$2.25 each
10 to 24	\$2.00 each
25 & over	\$1.75 each
<b>SIX-SHEETS</b>	
25 to 49	80c each
50 to 99	70c each
100 & over	60c each
<b>THREE-SHEETS</b>	
50 to 99	32c each
100 & over	28c each
<b>ONE-SHEETS</b>	
50 to 99	11c each
100 & over	9c each



**ONE-SHEET . . Rental: 8c each**



**THREE-SHEET . Rental: 24c each**



**time for posting**

**24-SHEET**

**Just right for  
a big advance  
build-up**

**JAMES  
STEWART**

THAT GUY FROM  
WASHINGTON



**ROSALIND  
RUSSELL**

THAT WOMAN FROM  
"THE WOMEN"

**No time for comedy**

GENEVIEVE TOBIN CHARLIE RUGGLES ALLYN JOSLYN CLARENCE KOLB LOUISE BEAVERS WILLIAM KEIGHLEY

FROM THE STAGE PLAY BY J. N. HERSHMAN  
A WARNER BROS. PRESENTATION  
A WARNER BROS. PRESENTATION

Presented by WARNER BROS.

**Just right, too  
for display  
cutouts**

**don't miss the other posters on next page**

**this way please!**



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**Wisconsin Center**  
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